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**FAX COVER SHEET**

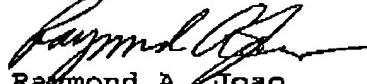
To: The United States Patent and Trademark Office  
From: Raymond A. Joao, Esq.  
Date: November 15, 2006  
Fax No.: 571-273-8300  
No. Pages: 33 (including cover)

Re: REQUEST FOR CONTINUED EXAMINATION (RCE) - U.S. Patent  
Application Serial No. 09/771,491

To Whom It May Concern:

Please find transmitted herewith a REQUEST FOR CONTINUED EXAMINATION (RCE) for filing in the above-identified application.

Respectfully Submitted,

  
Raymond A. Joao  
Reg. No. 35,907

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PTO/SB/17 (07-06)

Approved for use through 01/31/2007. OMB 0651-0032

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

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Effective on 12/08/2004.  
**FEE TRANSMITTAL**  
 For FY 2006

 Applicant claims small entity status. See 37 CFR 1.27

TOTAL AMOUNT OF PAYMENT (\$ 395.00)

Complete if Known	
Application Number	D9 / 771,491
Filing Date	JANUARY 27, 2001
First Named Inventor	RAYMOND A. JOAO
Examiner Name	T. HAVAN
Art Unit	3624
Attorney Docket No.	RJ180

## METHOD OF PAYMENT (check all that apply)

Check  Credit Card  Money Order  None  Other (please identify): \_\_\_\_\_

Deposit Account Deposit Account Number: \_\_\_\_\_ Deposit Account Name: \_\_\_\_\_

For the above-identified deposit account, the Director is hereby authorized to: (check all that apply)

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<input type="checkbox"/> Charge any additional fee(s) or underpayments of fee(s) under 37 CFR 1.16 and 1.17	<input type="checkbox"/> Credit any overpayments

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## FEE CALCULATION

## 1. BASIC FILING, SEARCH, AND EXAMINATION FEES

Application Type	FILING FEES		SEARCH FEES		EXAMINATION FEES		Fees Paid (\$)
	Fee (\$)	Small Entity Fee (\$)	Fee (\$)	Small Entity Fee (\$)	Fee (\$)	Small Entity Fee (\$)	
Utility	300	150	500	250	200	100	_____
Design	200	100	100	50	130	65	_____
Plant	200	100	300	150	160	80	_____
Reissue	300	150	500	250	600	300	_____
Provisional	200	100	0	0	0	0	_____

## 2. EXCESS CLAIM FEES

## Fee Description

Each claim over 20 (including Reissues)

Each independent claim over 3 (including Reissues)

Multiple dependent claims

Total Claims	Extra Claims	Fee (\$)	Fee Paid (\$)	Small Entity	
				Fee (\$)	Fee (\$)
- 20 or HP =	x	=		50	25
HP = highest number of total claims paid for, if greater than 20.				200	100
Independent Claims	Extra Claims	Fee (\$)	Fee Paid (\$)	360	180

- 3 or HP = \_\_\_\_\_ x \_\_\_\_\_ = \_\_\_\_\_

HP = highest number of independent claims paid for, if greater than 3

## 3. APPLICATION SIZE FEE

If the specification and drawings exceed 100 sheets of paper (excluding electronically filed sequence or computer listings under 37 CFR 1.52(e)), the application size fee due is \$250 (\$125 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).

Total Sheets	Extra Sheets	Number of each additional 50 or fraction thereof	Fee (\$)	Fee Paid (\$)
- 100 =	/ 50 =	(round up to a whole number) x	=	

## 4. OTHER FEE(S)

Non-English Specification, \$130 fee (no small entity discount)

Other (e.g., late filing surcharge): RCE FILING FEE \$395.00

## SUBMITTED BY

Signature		Registration No. (Attorney/Agent) 35,907	Telephone 914-969-2992
Name (Print/Type)	RAYMOND A. JOAO	Date 11/15/06	

This collection of information is required by 37 CFR 1.130. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 30 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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Effective on 12/08/2004. Fee pursuant to the Consolidated Appropriations Act, 2005 (H.R. 4818).		Complete if Known	
<b>FEE TRANSMITTAL</b> <b>For FY 2006</b>		Application Number	09/771,491
		Filing Date	JANUARY 27, 2001
		First Named Inventor	RAYMOND A. JOAO
		Examiner Name	T. HAVAN
<input checked="" type="checkbox"/> Applicant claims small entity status. See 37 CFR 1.27		Art Unit	3624
TOTAL AMOUNT OF PAYMENT (\$ 395.00		Attorney Docket No.	RJ180

**METHOD OF PAYMENT** (check all that apply)

<input type="checkbox"/> Check <input checked="" type="checkbox"/> Credit Card <input type="checkbox"/> Money Order <input type="checkbox"/> None <input type="checkbox"/> Other (please identify): _____
<input type="checkbox"/> Deposit Account Deposit Account Number: _____ Deposit Account Name: _____
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<input type="checkbox"/> Charge any additional fee(s) or underpayments of fee(s) under 37 CFR 1.16 and 1.17 <input type="checkbox"/> Credit any overpayments

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**FEES CALCULATION****1. BASIC FILING, SEARCH, AND EXAMINATION FEES**

Application Type	FILING FEES		SEARCH FEES		EXAMINATION FEES		Fees Paid (\$)
	Fee (\$)	Small Entity Fee (\$)	Fee (\$)	Small Entity Fee (\$)	Fee (\$)	Small Entity Fee (\$)	
Utility	300	150	500	250	200	100	
Design	200	100	100	50	130	65	
Plant	200	100	300	150	160	80	
Reissue	300	150	500	250	600	300	
Provisional	200	100	0	0	0	0	

**2. EXCESS CLAIM FEES****Fee Description**

Each claim over 20 (including Reissues)

Small Entity	Fee (\$)
	50

Fee (\$)	Fee (\$)
	25

Each independent claim over 3 (including Reissues)

Fee (\$)	Fee (\$)
	200

Fee (\$)	Fee (\$)
	100

Multiple dependent claims

Fee (\$)	Fee (\$)
	360

Fee (\$)	Fee (\$)
	180

**Total Claims****Extra Claims****Fee (\$)****Fee Paid (\$)**- 20 or HP = **Fee (\$)** x **Fee Paid (\$)** = **Fee (\$)**

HP = highest number of total claims paid for, if greater than 20.

**Indep. Claims** **Extra Claims** **Fee (\$)** **Fee Paid (\$)**- 3 or HP = **Fee (\$)** x **Fee Paid (\$)** = **Fee (\$)**

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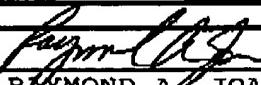
**Total Sheets** **Extra Sheets** **Number of each additional 50 or fraction thereof** **Fee (\$)** **Fee Paid (\$)**- 100 = **Fee (\$)** / 50 = **Fee (\$)** (round up to a whole number) x **Fee (\$)** = **Fee (\$)****4. OTHER FEE(S)**

Non-English Specification, \$130 fee (no small entity discount)

Other (e.g., late filing surcharge): **RCE FILING FEE** **Fee (\$)**

\$395.00

**SUBMITTED BY**

Signature		Registration No. (Attorney/Agent) 35,907	Telephone 914-969-2992
Name (Print/Type)	RAYMOND A. JOAO	Date 11/15/06	

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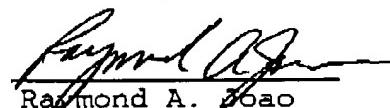
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I hereby certify that this correspondence is being transmitted via facsimile transmission to the United States Patent and Trademark Office at 571-273-8300 on November 15, 2006.

  
Raymond A. Joao

RJ180

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICANT : RAYMOND A. JOAO

SERIAL NO.: 09/771,491

FILED : JANUARY 27, 2001

FOR : APPARATUS AND METHOD FOR EFFECTUATING AN  
AFFILIATED MARKETING RELATIONSHIP

EXAMINER : T. HAVAN

GROUP : 3624

Mail Stop RCE  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

STATEMENT OF THE SUBSTANCE OF THE EXAMINER INTERVIEW

Sir:

This is a Statement of the Substance of the Examiner Interview, which took place on August 8, 2006, in the above-identified application. Entry of this Statement of the Substance of the Examiner Interview is respectfully requested.

Claim 61 was discussed. The prior art discussed was Kolls, et al., U.S. patent No. 6,604,085. The prior art was discussed in relation to the claims and, in particular, the limitation "effectuating an affiliated marketing relationship . . . detecting an occurrence of at least one of a request for advertising space . . .".

Entry of this Statement of the Substance of the Examiner Interview is respectfully requested.

Respectfully Submitted,



Raymond A. Joao  
Reg. No. 35,907

November 15, 2006

Raymond A. Joao, Esq.  
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(914) 969-2992